

**REPORT/RECOMMENDATION TO THE BOARD OF DIRECTORS
COUNTY OF SAN BERNARDINO REDEVELOPMENT AGENCY, CALIFORNIA
AND RECORD OF ACTION**

August 12, 2003

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FROM: JOHN E. NOWAK, Redevelopment Administrator

**SUBJECT: REQUEST FOR PROPOSAL FOR SAN SEVAINE REDEVELOPMENT
PROJECT AREA ECONOMIC PLAN AND IMPLEMENTATION STRATEGY**

RECOMMENDATION: Approve the issuance of a Request for Proposal for consulting services to prepare an Economic Plan and Implementation Strategy for the San Sevaire Redevelopment Project Area Plan.

BACKGROUND INFORMATION: The Board of Supervisors adopted the San Sevaire Redevelopment Plan in 1995. Since that date some major development has taken place within the project area, specifically the California Speedway and the Catellus Kaiser Center. However, there is no cohesive plan for the balance of the Project Area that would guide the Agency in attracting businesses and improving the overall economic condition of the area. By identifying the County's vision for the redevelopment area, energy and resources can be better focused on bringing economic growth and benefits to the San Sevaire area.

A common approach by redevelopment agencies is to develop an economic plan which would outline the businesses that would be most suitable to the Area, identify and retain existing businesses compatible with the area and attract new ones, and provide a guideline for focusing County resources and incentives. The Request for Proposal (RFP) is to select a consulting firm to assist the Agency and County departments to develop a long-term economic plan, and to develop a strategy on how to market the San Sevaire Area and attract economic growth. Elements of the project include meeting with existing businesses in the Project Area to understand their long-term plans; identify any changes to land use designations that should be considered as part of the General Plan update; identify types of potential businesses and specific plans that would be appropriate for the Area; prepare a strategy for implementing the plan; prepare necessary documents and presentations; and work with County departments and agencies on marketing the strategy. This RFP covers both the current Project Area and the proposed study area for amendment to the San Sevaire area.

On April 29, 2003 the Agency Board approved the issuance of a Request for Qualifications (RFQ) for General Redevelopment Consulting Services and Redevelopment Financial Consulting Services. Both RFQs covered services that would be applicable to this RFP. Fifteen submittals were received in response to the two RFQs. A review by staff indicated that eight of the firms had the experience and capabilities requested, and are qualified to receive this RFP. Those eight

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firms would be invited to submit proposals to this RFP

The deadline for submitting proposals is 3:00 p.m. on September 12, 2003. A contract for consulting service with the recommended firm will be presented to the Board for review and approval. It is anticipated that the economic plan and implementation strategy will be completed by March 2004.

REVIEW BY OTHERS: This report has been reviewed by Deputy County Counsel Michelle D. Blakemore on August 1, 2003, and by the County Administrative Office, Patricia M. Cole, Administrative Analyst III on August 4, 2003. The RFP was reviewed by Randy Scott, Advanced Planning Division Chief on July 22, 2003.

FINANCIAL IMPACT: Funding for the consultant to conduct the Plan Amendment has been included in the 03-04 Redevelopment Agency budget. No County General Funds will be used.

COST REDUCTION REVIEW: The County Administrative Office has reviewed this agenda item and concurs with the department's proposal and recommends this action based on (1) the economic plan will increase the current Plan's overall feasibility; (2) the plan and strategy provides a means to focus County resources and incentives to generate additional revenues and jobs for the County; and (3) the study is fully funded with redevelopment funds.

SUPERVISORIAL DISTRICT(S): 2nd

PRESENTER: John E. Nowak, Redevelopment Administrator, (909) 381-7983.